

**MOPSY by GLADYS PARKER**

YOU SEE, I LIKE UPSIDE-DOWN CAKE BUT I DON'T KNOW HOW TO MAKE IT!



**ON THE FIRING LINE**

The retailers of the country are making a real effort to hold prices down. Dollar sales are well up as compared with the same period a year ago. But net earnings have substantially declined. The reason: Many operating costs, including wages, have risen, and have not been offset by corresponding price increases.

This is in line with the long-established policy of the chain store industry to sell goods on as low a margin as possible—and, when it can be done, to absorb price increases without passing them on to the buyer. Thousands of independent stores have been following an identical principle. The result has been to save the consumers an enormous sum of money.

Some may question this, by pointing to the fact that prices have risen. But that has happened in spite of—not because of—the pricing policies of American retailing. Store operators are practical men. They are shaving profit margins razor thin to sustain volume sales which are the lifeblood of modern mass distribution. And mass distribution is essential to the high living standards enjoyed by millions of consumers. However, retailers can't run at a loss and pay the wholesaler and the landlord and the tax collector. Most stores are operating just about as economically as is humanly possible. Therefore, the ability of retailers to absorb price boosts is limited.

Even so, the resistance of retailing to runaway inflation is one of the encouraging signs of these confused times. And so are other phases of retailing's work in the interest of the public—such as cooperation with producers to improve qualities. The storekeeper is on the firing line. But he is doing a good job in the face of obstacles.

**\$2,000,000 Shoestring Homes Unit**

A \$2,000,000 housing project northeast of Torrance was under way this week by the Bultry Corporation of Los Angeles, with the issuance of \$1,494,500 in building permits by the San Pedro building office.

Calling for a total of 287 units, the project is in the Shoestring Strip, between Compton boulevard and Rosecrans avenue. The houses are scheduled to sell for under \$9,000, with 800 square feet of floor space.

Permits for the first 152 homes were issued last month, making one bright spot in harbor district news to offset the gloom of the strike-bound shipping lanes and the strife in the oil refineries in that area.

**Zip, Zip, Zip! New Motor Like Big Ship!**

Now it's an outboard motor with neutral, forward and reverse by gearshift control, exhibited this week by the Lovelady Hardware Company, 1967 Carson street.

Weighing only 56 pounds, the new motor, known as the Johnson Model QD, can be started in neutral at the dock, backed out under full control in reverse, and shifted into forward speed—all with one lever—which also controls the throttle.

It has something else new—a five-gallon fuel tank separate from the motor which makes possible the "two-hand carry" motor in one hand, fuel supply in the other.

**NEW APARTMENT**  
Mrs. A. Dragol of Torrance is building a five-unit stucco apartment building at 6416 State street, Huntington Park.

**Van de Kamp's BAKERY SPECIAL PRICES**

Thursday, Friday & Saturday November 4, 5, 6 Only

**ORANGE ROLLS . . . . . 6 for 20c**  
(49c doz. value) . . . . . 39c doz.  
Typically Californian! . . . the golden flavor of fresh oranges and sugar in each dainty coffee cake roll. Taste the tangy freshness of fresh lemon and orange juices in the smooth, sweet icing!

**DELUXE DEVIL'S FOOD SQUARE . . . 59c ea.**  
(75c value) . . . . . 30c half  
Pretty as a picture and . . . oh, so good! This is this honest-to-goodness Devil's Food Cake. Between the full-flavored, tender cake and filloes of mellow, milk chocolate icing, you'll find oodles of creamy marshmallow!

GIVE . . . GIVE ENOUGH! . . . THROUGH YOUR COMMUNITY CHEST

1506 CRAVENS ST. TORRANCE

**DANGER AT NIGHT**

In spite of the fact that highway traffic falls off after dark, three out of five motor vehicle deaths still happen at night. Until a headlight is invented that will illuminate the highway as brilliantly as does daylight, wise motorists will compensate for decreased visibility

**LAVA CAVES**

Extensive lava caves, some of them containing ice columns that never melt, are among the unusual scenic attractions to be found in Oregon. These caves were created in prehistoric times by the numerous volcanic mountains that dotted the area.

Covered bridges, those favorite spooning spots for grandma and grandpa and favorite hangouts for highwaymen of old, are by no means obsolete but are reported by the National Automobile Club to constitute a significant part of our present-day system of roads.

**MODESTO NAMED**

Modesto, county seat of Stanislaus county, is reported to have been almost named Ralston in 1870, for a pioneer banker who modestly declined the honor. It was thus that "Modesto," Spanish for "modesty," became the name.

**TORRANCE HERALD**

**LIGHT ON DRIVING SKILL**  
Accident records still fail to demonstrate with finality that men are better drivers than women, or vice versa. They do show, however, that the two have different types of accidents.

**November 4, 1948**

**DRIVER EDUCATION**  
Parents should impress the need for safe driving upon the minds of high school age sons and daughters. Education today will result in safe drivers tomorrow.

# SAFEWAY Canned Foods Event!

**STOCK YOUR PANTRY NOW**

- Whole Apricots** 30-oz. can 21¢  
Valley Gold Unpeeled, 6 cans, 1.19; 12 cans, 2.23.
- Fruit Cocktail** 8 3/4-oz. can 11¢  
California Days, 6 cans, 63¢; 12 cans, 1.19.
- Golden Corn** 16-oz. can 18¢  
Country Home, Creamed, 6 cans, 93¢; 12 cans, 1.79.
- Lunch Meat** 12-oz. can 39¢  
Rath Black Hawk, 6 cans, 2.34; 12 cans, 4.59.

**SAFEWAY**

To help you prepare for the holiday season Safeway offers a host of values in canned foods. Listed below are but a few of the many low prices now in effect at Safeway stores. Visit the store near you, note the exceptional values in all sections of the store: groceries, meats, produce. Shop today, stock up while these low prices are in effect.

**PEACHES**

Libby Brand 29-oz. can 26¢  
(6 cans, 1.53; 12 cans, 2.98)

**PEACHES**

Castle Crest, Slices or halves, 29-oz. can 24¢  
(6 cans, 1.41; 12 cans, 2.75)

**CORN**

Niblets brand, Golden, 12-oz. can 16¢  
(6 cans, 93¢; 12 cans, 1.79)

**POTTED MEAT**

Libby brand, 3 3/4-oz. cans 25¢  
(6 cans, 49¢; 12 cans, 97¢)

**APPLE SAUCE** 2 20-oz. cans 25¢  
Lakemead brand. (6 cans, 69¢; dozen, 1.35)

**GRATED TUNA** 3 6-oz. cans 1.00  
Torpedo, light meat. (6 cans, 1.95; dozen, 3.90)

**TOMATOES** 28-oz. can 17¢  
Gardenside. (6 cans, 98¢; dozen, 1.93)

**PORK & BEANS** 15 1/2 can 9¢  
Dennison's. (6 cans, 52¢; dozen, 1.00)

**HOT SAUCE** 5 7 1/2-oz. cans 19¢  
Gardenside Tomato. (dozen cans, 45¢)

**FIG PRESERVES**

Tropic brand 2 21-oz. jars 29¢  
(6 jars, 83¢; 12 jars, 1.60)

**CRANBERRY SAUCE**

Ocean Spray brand 16-oz. can 17¢  
Whole or strained. (6 cans, 98¢; 12 cans, 1.93)

**TOMATO CATSUP**

Red Hill brand, 14-oz. bottle 13¢  
(6 for 75¢)

**DOG FOOD**

Vets, Skippy or Healthway 3 tall cans 25¢

**BANQUET CHICKEN**

Whole chicken, without giblets, in rich broth. Ready to serve. For ways to serve this delicious chicken see label.

4-lb. can 2.35

**RIGHT TO LIMIT RESERVED. NO SALES TO DEALERS.**

**SAFEWAY MEAT VALUES**

At Safeway you're sure of extra meat values. Here you get top grades of meats, aged to peak of tenderness and flavor, and trimmed before weighing. Be sure...shop Safeway.

- LAMB BREAST** TO BAKE OR STEW lb. 15¢
- PORK LOIN** ROAST OR CHOPS EITHER END Center Cut, lb. 75¢
- SLICED BACON** WILSON CERTIFIED HORMEL DAIRY CUDAHY PURITAN lb. 65¢
- PORK SAUSAGE** IN 1-LB. VISKING CASING lb. 55¢
- CORNER BEEF** TRIMMED BRISKET lb. 55¢

**SAFEWAY PRODUCE SELECTIONS**

- TOMATOES** LARGE SIZE TO SLICE lb. 9¢
- CARROTS** TOPS OFF FRESH, CRISP lb. 5¢
- APPLES** FANCY PIPPINS lb. 6¢

THIS IS NATIONAL APPLE WEEK NEW CROP NOW IN AT SAFEWAY.

**THAT SON OF MINE** in the November **FAMILY CIRCLE** MAGAZINE 5¢

2171 PACIFIC COAST HWY., LOMITA

1301 SARTORI AVE., TORRANCE